

Embracing Weekends in Dubai: SOUEAST Defines the Leisure Travel Experience



Dubai, United Arab Emirates Aug 30, 2026 ([Issuewire.com](https://www.issuewire.com)) - KAYAK's *What the Future Report 2026* identified "nanocations," — short getaways — as one of the year's key travel trends. Meanwhile, *Condé Nast Traveller Middle East* recently highlighted 14 ways to spend a weekend in Dubai, from old-city exploration and culinary discoveries to art experiences and more. With so much to do, Dubai has become the perfect backdrop for the nanocation lifestyle. Positioned as a "Travel Companion," SOUEAST redefines weekend travel not by destination, but by experience. Its S08 DM model is built precisely for this rhythm of spontaneous, quality-driven escapes.

independent side air vents for rear seats and an electronic child lock, to deliver both comfort and peace of mind.

Dubai weekends are not short of destinations, but of the freedom to move between them with ease. When a vehicle can bring together exploration, relaxation and time with loved ones, a Nanocation becomes less about the itinerary and more about the journey itself. With the SOUEAST S08 DM, every departure is the beginning of a relaxing experience.

ABOUT SOUEAST

Established in 1995, SOUEAST is an automotive brand with a global market orientation. Since its brand refresh in 2024, SOUEAST has stayed true to its “EASE YOUR LIFE” philosophy, positioning itself as a “Travel Partner” designed for family users — from daily commutes to weekend getaways, and bringing a relaxing and joyful driving experience to global urban youth. SOUEAST is present in 49 countries and regions with more than 300 sales networks across Asia, Africa, the Middle East, and Latin America. Until now, SOUEAST has launched the S06, S06DM, S07, S08, S08DM, and S09, earning a strong reputation in key markets. In Egypt, it reached No. 4 in the passenger car segment and No. 6 in the overall market within one year.

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